



Questions?

Contact Frank White in HR/Talent Management at fwhite@acpafll.org or 352-374-5237

Job Type: Internship/Non-exempt
Working Title: Marketing Communications Intern

Location: Gainesville, FL USA
Department: Communications

Marketing Communications Intern

Come join the Alachua County Property Appraiser's Office as the Marketing Communications Intern! This position will work closely with our Marketing and Communications team to gain hands-on experience and to develop entry-level marketing skills in the local government sector. The Marketing Communications Intern will gain knowledge in advertising, media relations, internal communications, digital marketing, social media, events, creative and production, branding, and project management that will have a meaningful influence and impact on the organization. This role will be deeply involved in the day-to-day management of ACPA's communication channels, as well as providing support to the organization's branding initiatives, and will be an integral part of the Marketing & Communications department to help push the ACPA brand forward.

Under the direction of the Public Affairs Coordinator and Marketing & Communications Coordinator, the Marketing Communications Intern will help construct, implement, and support the organization's social media strategy as it pertains to the Alachua County Property Appraiser's (ACPA) office.

ESSENTIAL JOB FUNCTIONS:

- Responsible for the day-to-day management of all ACPA-owned social media channels, including but not limited to Twitter, Instagram, Facebook, YouTube, LinkedIn, etc.
- Stay up to date with relevant trends applicable to the ACPA brand and ancillary accounts.
- Contribute and help lead collaboration with the Marketing & Communications team as it relates to content for all ACPA initiatives, community outreach events, and any other related events when needed.
- Collaborate with internal departments to coordinate integrated campaigns and content for community outreach initiatives, marketing campaigns, and branded content.
- Monitor relevant social conversation around the Property Appraiser, Alachua County, and the current local landscape and lead community communication efforts to continue engaging with and growing the ACPA social media efforts.
- Focus on brand building, awareness, and relevancy to help continue growing the Alachua County Property Appraiser brand throughout the market and larger areas of influence.
- Be an active part in brainstorming, creating, and executing content ideas for all organizational initiatives.
- Assist in content management/social media consultation with all internal accounts as well as applicable government accounts.
- Help manage relationships with other local government agencies, affiliates, and vendors.

MINIMUM REQUIREMENTS:

- Bachelor's degree in communications, journalism, marketing, or another related field.
- 1-2 years of relevant experience directly managing brand accounts
- Should be extremely organized and detail-oriented, with a focus on quality and consistency.
- Passion for social media and government, with a specific focus on local government
- Strong understanding of social media platforms, trends, and strategy
- Strong legislative knowledge is preferred, particularly as it pertains to Alachua County and the Property Appraiser
- Experience and proficiency with all social platforms as well as social listening/analytics tools such as Blinkfire, Sprout Social, Sprinklr, Zoomph, or equivalent products.
- Experience using DSLR cameras, and the Adobe Creative Suite is preferred, but not required.
- Excellent writing and verbal communication skills
- A positive attitude and strong work ethic must have a "team-first" mentality with an eagerness to learn.
- Must be able to maintain and abide by organizational confidentiality standards.
- Ability to work under fluid deadlines and complete tasks in a timely and efficient manner.
- Working knowledge and awareness of copyright/IP laws are preferred.